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**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: Google-56CIP1 (GP-145-01-US)

Applicants: Leslie YEH et al.

Serial No.: 10/823,508

Filing Date: April 12, 2004

Title: **DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD  
SYSTEM**

Examiner: Greta Lee Robinson

Group Art Unit: 2168

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**RESPONSE TO NON-COMPLIANT AMENDMENT**

In response to the Notice of Non-Compliant Amendment mailed on January 12, 2007, which set a period for response to expire on February 12, 2007, that period being extended one (1) month to expire on March 12, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.